

THE TRUSTED FRAMEWORK

Seven principles behind every small
business website that gets **found**,
earns trust, and turns visitors into customers.

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Score Your Site as You Go

As you read each TRUSTED letter, return to this scorecard and rate your website from 1 (needs work) to 5 (nailed it). Consider what the principle means and why it matters before choosing your score.

LETTER	PRINCIPLE	SCORE (1-5)
T	Tell Them Clearly	_____
R	Real Faces	_____
U	Understand Their Pain	_____
S	Social Proof	_____
T	Technical Soundness	_____
E	Easy Next Step	_____
D	Distraction-Free	_____



WATCH YOUR LOW SCORES

Any score of 3 or lower is costing you customers right now. Focus on those sections first.

T - Tell Them Clearly

WHAT THE LETTER STANDS FOR

Tell Them Clearly

WHAT IT MEANS

Your homepage should make it immediately clear what you do, who you help, and the result you provide. A visitor should not need to scroll or decode clever language to understand the offer.

EXAMPLE

BEFORE

We provide high-quality professional services.

AFTER

We help homeowners solve electrical problems safely and quickly.



WHY IT MATTERS

Clear messaging creates instant relevance. When people recognize that the service is for them, they stay longer and are more willing to explore. Confusion does the opposite: it makes leaving feel safer than continuing.

R - Real Faces

WHAT THE LETTER STANDS FOR

Real Faces

WHAT IT MEANS

Real photos show the people, work, products, and environment behind the business. They replace generic stock imagery with visible evidence that a genuine team and operation exist.

EXAMPLE

BEFORE

A polished stock photo of strangers shaking hands.

AFTER

A real photo of the owner or team serving an actual customer.



WHY IT MATTERS

People trust people before they trust claims. Authentic images make a business feel more familiar, accountable, and believable, while generic stock photos can make even a good company feel distant or interchangeable.

U - Understand Their Pain

WHAT THE LETTER STANDS FOR

Understand Their Pain

WHAT IT MEANS

The website should reflect the visitor's frustration, concern, or desired outcome before talking at length about the company. The customer remains the main character in the message.

EXAMPLE

BEFORE

We have provided exceptional service for 20 years.

AFTER

Tired of waiting days for someone to return your call?



WHY IT MATTERS

People pay attention when they feel understood. Naming the problem in familiar language signals empathy and relevance, helping visitors believe the business understands what is at stake for them.

S - Social Proof

WHAT THE LETTER STANDS FOR

Social Proof

WHAT IT MEANS

Social proof is visible evidence that other people have already trusted the business. It includes testimonials, reviews, client logos, case results, certifications, and before-and-after examples.

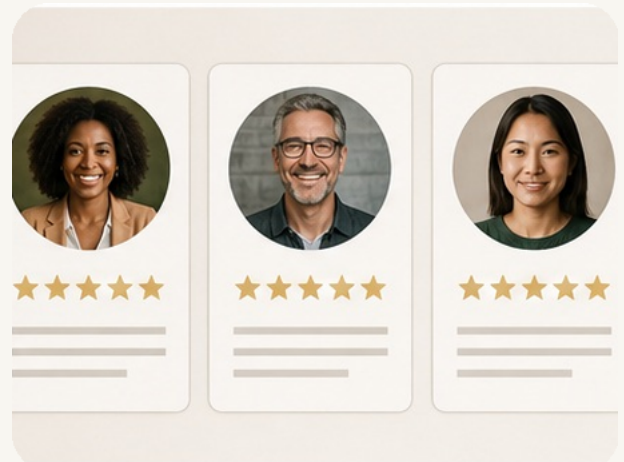
EXAMPLE

BEFORE

We deliver outstanding results for every customer.

AFTER

They arrived on time, explained everything clearly, and solved the problem the same day. - Maria R.



WHY IT MATTERS

Choosing an unfamiliar provider feels risky. Proof from real customers lowers that risk and reassures visitors that they are not the first person to place their time, money, or reputation in the company's hands.

T - Technical Soundness

WHAT THE LETTER STANDS FOR

Technical Soundness

WHAT IT MEANS

A technically sound website is fast, secure, mobile-first, responsive, and free of obvious errors. Text is readable, buttons are easy to tap, links work, and the site performs reliably on a real phone.

EXAMPLE

BEFORE

A slow desktop design squeezed onto a phone screen.

AFTER

A fast mobile-first page with readable text and tap-friendly buttons.



WHY IT MATTERS

Visitors often experience the mobile site first. Slow loading, broken links, security warnings, or a cramped layout quietly suggest neglect. Smooth performance signals professionalism and protects trust before a word is read.

E - Easy Next Step

WHAT THE LETTER STANDS FOR

Easy Next Step

WHAT IT MEANS

The website should make the next step obvious, whether that is calling, requesting a quote, scheduling a consultation, or sending a message. The path forward should feel simple and low-friction.

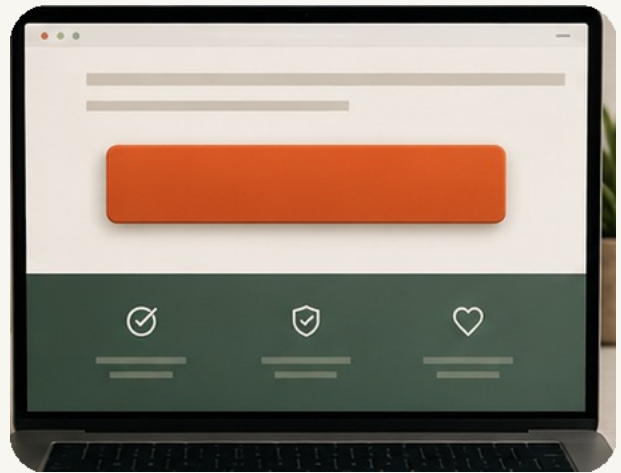
EXAMPLE

BEFORE

A vague button labeled Submit hidden near the footer.

AFTER

A visible button labeled Book Your Free Website Session.



WHY IT MATTERS

Interest fades quickly when visitors must hunt for contact information or guess what happens next. A clear next step turns trust into movement and prevents ready customers from abandoning the site.

D - Distraction-Free

WHAT THE LETTER STANDS FOR

Distraction-Free

WHAT IT MEANS

A distraction-free website keeps attention on the visitor's problem, the value of the service, the proof, and the next step. Every section has a purpose instead of competing for attention.

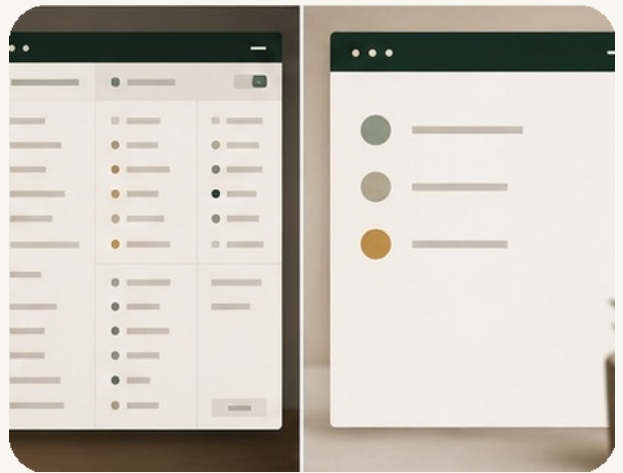
EXAMPLE

BEFORE

Eight menu items, multiple popups, and competing buttons.

AFTER

A focused page with a short menu and one clear primary action.



WHY IT MATTERS

Too many menu items, popups, banners, and decorative sections create mental overload. When the page feels easier to process, visitors can understand the offer faster and make decisions with more confidence.

YOU MADE IT

You've made it this far. Good job.

You run a business. You may not have the time to handle every part of your website, or you may simply want a second set of eyes.

If you are open to a quick conversation, I would be happy to look at it with you. There is no sales pitch and no pressure to hire me. Just an honest conversation about your website.



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BOOK A TIME TO TALK



Built to Rank. Designed to Convert.

livengoodwebsites.com

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